TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF APRIL 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$31.50	$29.92	$ 8.94	$ 8.48	0.34	0.34	0.22	0.22	44.6	44.1	$ 5.67	$ 5.38	0.8
REGION:													
Northeast	$37.27	$34.31	$11.16	$10.34	0.31	0.32	0.20	0.20	48.5	48.5	$ 7.95	$ 7.52	1.7
Southeast	29.77	28.35	9.07	8.66	0.34	0.34	0.22	0.22	40.0	39.5	5.47	5.15	0.4
North Central	32.82	30.37	7.39	7.24	0.35	0.35	0.22	0.23	42.7	42.8	4.26	4.20	6.4
South Central	26.09	26.69	8.36	7.98	0.35	0.35	0.23	0.22	44.7	43.4	5.26	4.98	-4.8
West	33.63	31.25	9.09	8.42	0.34	0.34	0.22	0.22	48.7	47.2	5.59	5.07	0.7
AFFILIATION:													
Chain	$28.98	$27.59	$ 8.84	$ 8.36	0.33	0.33	0.21	0.21	44.4	43.9	$ 5.70	$ 5.41	0.6
Independent	42.72	40.30	9.25	8.85	0.35	0.35	0.23	0.23	45.1	44.5	5.57	5.30	1.6
LOCATION:													
Center City	$35.77	$33.49	$10.22	$ 9.53	0.32	0.32	0.20	0.20	48.2	47.5	$ 6.92	$ 6.44	0.2
Suburban	27.15	26.73	7.66	7.59	0.35	0.35	0.22	0.22	42.2	41.2	4.65	4.58	1.7
Highway	20.76	19.61	6.49	6.12	0.36	0.37	0.23	0.24	40.2	40.8	3.52	3.43	1.9
Airport	28.02	26.87	8.05	7.59	0.35	0.35	0.23	0.23	42.9	42.7	4.99	4.79	1.1
Resort	41.95	39.75	9.73	9.25	0.35	0.35	0.22	0.22	39.5	39.3	5.40	5.12	0.4
SIZE:													
Under 150 Rooms	$28.82	$28.07	$ 6.80	$ 6.56	0.39	0.39	0.25	0.25	40.0	39.4	$ 3.66	$ 3.55	-0.4
150 to 300 Rooms	25.56	24.85	7.44	7.07	0.35	0.36	0.23	0.23	43.1	42.9	4.48	4.27	-0.9
300 to 600 Rooms	33.22	32.01	9.16	8.74	0.34	0.34	0.22	0.22	47.1	46.4	6.04	5.71	-0.1
Over 600 Rooms	39.72	36.13	11.47	10.89	0.31	0.31	0.19	0.19	44.7	44.1	7.48	7.15	4.7
TYPE:													
Hotel	$38.05	$35.85	$ 9.68	$ 9.16	0.33	0.33	0.21	0.21	45.5	45.0	$ 6.28	$ 5.93	1.0
Motor Hotel	20.96	20.42	6.95	6.67	0.37	0.37	0.23	0.23	41.2	40.7	4.10	3.95	0.3

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Laventhol & Horwath
Certified Public Accountants

NATIONAL TREND OF BUSINESS
Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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MAY 1984 COMPARED WITH MAY 1983

OCCUPANCIES REBOUND STRONGLY; RATES CONTINUE TO RISE

After a disappointing April, where occupancies declined for the first time since last summer, the U.S. lodging industry rebounded strongly in May as occupancies rose 4.8 percent above the same month last year. This increase was broad-based. Each segment of the industry covered in this analysis reported an increase in room night demand over May 1983. Properties located in the North Central and South Central regions experienced the largest increases at 10.7 percent and 7.2 percent, respectively. This month may finally signal the end of the long period of difficulties experienced by South Central operators. For the first time since September 1981, these hoteliers reported increases in both occupancies and room rates.

An increase in room sales of almost 7 percent combined with higher food and beverage and other revenues increased total sales by an impressive 11.7 percent compared to last year. Not since December 1980 have total sales jumped so high. The renewed vigor displayed by the U.S. lodging industry is also highlighted by the performance of the hotel's food and beverage operations. The average receipt per cover increased $.44 over last year while the the ratio of both food cost to food sales and beverage costs to beverage sales remained constant when compared to last May. In addition, the number of food covers served rose 4.1 percent with only highway properties reporting a significant decline in the number of patrons eating in the establishment.

The persistence of the recovery now going on in the U.S. economy is a very positive sign for the lodging industry. As the economy continues to grow and with inflation seemingly under control, the short term outlook is for occupancies and room rates to rise at moderate levels, at least through the summer months. The only cloud on the horizon is the disturbing level of interest rates which, if they continue to rise, may start to have a negative effect on future hotel development.

		Projections	Actual Last Year
July	1984	68-70%	67.1%
August	1984	71-73%	71.0%
September	1984	66-68%	64.8%

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	67.5%	3.8%
AFFILIATION:		
Chain	68.1	4.4
Independent	64.5	0.8
AREA:		
Northeast	76.3	9.8
Southeast	70.0	– 1.0
North Central	65.9	12.1
South Central	64.2	10.3
West	74.5	6.1
LOCATION:		
Center City	65.8	4.4
Suburban	65.3	3.8
Highway	68.5	5.4
Airport	74.6	9.1
Resort	70.0	0.3
SIZE:		
Under 150 rooms	67.7	4.8
150 to 299 rooms	67.5	4.7
300 to 600 rooms	63.5	0.8
Over 600 rooms	73.2	8.9
TYPE:		
Hotel	67.1	4.0
Motor Hotel	68.2	5.6
Economy	66.2	4.9

*FROM PREVIOUS MONTH

Randell A. Smith, Associate Director
Marsha Cassidy, Research Associate
Research and Development

TREND REPORT MAY 1984 COMPARED WITH MAY 1983

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	MAY	% CHG	MAY	% CHG	MAY	% CHG	MAY	% CHG
TOTAL	11.7	12.5	9.9	12.3	69.2	4.8	52.4	-1.5	$ 55.90	6.7	$ 84.22	5.9
REGION:												
Northeast	11.2	11.5	10.0	13.8	76.7	0.4	40.2	0.8	$ 82.69	11.2	$125.96	10.8
Southeast	7.5	7.0	8.8	8.3	69.2	0.3	89.1	-4.7	51.67	6.1	81.44	6.7
North Central	17.5	19.2	13.1	23.4	68.1	10.7	39.5	1.0	44.11	6.3	66.95	4.8
South Central	11.1	13.3	6.3	9.6	64.2	7.2	39.1	6.5	51.00	4.7	75.28	2.7
West	14.3	14.5	13.5	14.2	72.2	6.5	49.9	0.4	53.22	7.4	76.02	7.1
AFFILIATION:												
Chain	11.3	12.0	9.5	12.3	69.9	4.5	49.1	-0.2	$ 55.43	6.8	$ 81.50	6.2
Independent	13.0	14.3	10.9	12.2	66.9	6.5	62.9	-5.1	57.71	5.9	94.68	4.6
LOCATION:												
Center City	14.1	15.4	11.4	12.8	69.1	4.7	43.0	7.8	$ 73.05	9.4	$109.73	8.2
Suburban	7.2	7.9	4.4	15.7	68.0	4.9	41.0	-7.7	46.84	2.7	72.13	2.0
Highway	8.4	8.4	9.2	2.3	68.5	4.3	64.3	-3.3	38.90	3.4	51.92	3.4
Airport	13.1	15.2	8.8	12.4	72.9	7.5	31.1	-0.6	49.88	6.6	73.57	4.7
Resort	12.5	12.5	12.3	13.6	69.3	3.7	89.0	-6.7	64.20	7.1	108.17	7.1
SIZE:												
Under 150 Rooms	11.2	13.0	6.6	2.4	68.2	6.9	60.3	-3.2	$ 37.53	5.1	$ 49.44	3.5
150 to 300 Rooms	10.7	11.2	8.8	16.1	68.9	4.7	45.0	-3.0	48.58	5.9	72.77	5.4
300 to 600 Rooms	9.6	10.6	7.3	11.8	66.4	4.9	52.7	-6.6	63.09	4.0	99.48	3.0
Over 600 Rooms	15.3	15.8	15.1	11.9	75.2	2.7	56.9	6.6	83.05	12.2	128.81	11.7
TYPE:												
Hotel	13.0	14.2	10.6	13.5	69.9	5.9	47.5	1.1	$ 68.82	7.2	$109.80	6.0
Motor Hotel	9.5	10.0	7.7	10.2	69.2	3.3	60.2	-3.4	44.85	5.6	62.46	5.0
*Economy	6.7	7.2	5.2	-12.1	65.3	5.2	53.2	-3.8	28.83	1.9	29.94	1.4

* Economy data are based on a sample of properties from the National Trend of Business in the Economy Lodging Industry.

YEAR TO DATE TREND REPORT - AS OF MAY 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	MAY	% CHG	MAY	% CHG	MAY	% CHG	MAY	% CHG
TOTAL	10.0	10.6	8.5	10.9	65.7	2.3	49.3	-3.3	$ 56.44	6.6	$ 85.92	6.0
REGION:												
Northeast	11.9	13.0	9.8	9.9	67.0	3.6	36.5	0.8	$ 77.42	10.0	$116.73	8.9
Southeast	7.5	7.4	7.0	11.3	72.4	-2.3	79.8	-4.3	60.55	8.8	93.84	9.0
North Central	14.4	16.0	11.1	19.0	60.3	7.3	36.3	-1.1	43.95	6.2	70.56	4.8
South Central	7.6	8.4	6.0	6.6	61.3	2.5	37.3	0.3	49.70	2.6	74.16	1.8
West	10.8	11.2	10.1	10.0	69.4	3.7	46.2	-2.5	53.64	6.6	78.68	6.3
AFFILIATION:												
Chain	9.9	10.6	7.9	11.4	66.4	2.3	45.7	-4.0	$ 55.48	6.6	$ 82.71	6.0
Independent	10.4	10.7	10.1	9.5	63.2	3.1	61.4	-1.9	60.20	6.1	98.59	5.9
LOCATION:												
Center City	12.2	13.0	10.8	11.4	62.7	3.5	40.6	1.8	$ 69.08	7.6	$106.74	6.9
Suburban	7.5	9.2	3.4	10.1	64.0	3.7	37.8	-2.8	46.55	3.7	70.75	2.0
Highway	6.0	6.3	5.3	3.8	66.8	0.9	60.0	-7.7	39.60	4.4	52.94	4.1
Airport	8.1	9.0	6.2	8.3	71.1	2.9	30.5	-5.6	50.59	5.3	76.64	4.4
Resort	11.8	11.7	11.4	13.8	69.3	0.9	89.3	-3.0	73.99	8.9	121.65	9.0
SIZE												
Under 150 Rooms	7.2	8.1	4.8	1.9	65.1	3.3	58.8	-2.0	$ 38.39	4.2	$ 51.01	3.3
150 to 300 Rooms	8.4	9.7	5.4	9.7	65.9	2.3	44.1	-5.2	48.64	5.8	72.66	4.6
300 to 600 Rooms	7.5	7.8	6.3	12.7	64.4	2.1	50.4	-3.8	63.46	4.7	100.94	4.5
Over 600 Rooms	15.2	15.6	15.2	12.1	67.9	2.3	49.7	-1.8	80.76	10.0	128.10	9.6
TYPE												
Hotel	11.4	12.0	10.0	12.6	66.1	3.9	45.7	-0.2	$ 68.58	6.4	$110.80	5.8
Motor Hotel	7.3	8.5	4.1	5.4	66.0	0.5	54.2	-6.9	44.88	6.1	62.12	5.0
Economy	3.9	4.2	2.9	-8.4	62.1	2.6	61.0	-2.6	29.06	2.2	30.49	1.8

FOOD AND BEVERAGE REPORT - MAY 1984 COMPARED WITH MAY 1983

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$32.35	$29.44	$ 9.12	$ 8.68	0.33	0.34	0.22	0.22	43.5	43.1	$ 5.56	$ 5.24	4.1
REGION:													
Northeast	$43.12	$39.19	$12.66	$11.73	0.29	0.33	0.20	0.20	42.7	42.2	$ 7.74	$ 7.22	3.0
Southeast	29.64	27.24	7.49	7.40	0.34	0.35	0.23	0.23	44.6	42.2	5.20	4.76	5.4
North Central	32.09	28.36	8.01	7.54	0.35	0.35	0.22	0.22	39.7	41.1	4.18	4.07	5.5
South Central	26.85	25.26	8.08	7.85	0.35	0.35	0.23	0.23	45.2	45.0	4.97	4.76	1.4
West	32.10	28.27	9.16	8.60	0.34	0.35	0.22	0.22	46.8	46.8	5.15	4.89	6.3
AFFILIATION:													
Chain	$29.29	$26.76	$ 9.15	$ 8.73	0.32	0.34	0.21	0.21	43.2	43.5	$ 5.62	$ 5.49	6.2
Independent	44.82	40.42	9.05	8.57	0.34	0.35	0.23	0.24	44.3	41.7	5.38	4.58	-0.6
LOCATION:													
Center City	$37.10	$33.29	$11.26	$10.73	0.30	0.33	0.21	0.21	45.3	45.6	$ 7.08	$ 6.86	5.4
Suburban	28.56	27.36	7.85	7.70	0.36	0.34	0.23	0.22	41.9	40.9	4.63	4.37	2.8
Highway	21.98	20.13	6.82	5.70	0.37	0.38	0.24	0.24	38.1	39.6	3.49	3.09	-4.8
Airport	25.92	23.82	8.02	7.63	0.34	0.35	0.22	0.22	43.5	43.6	4.92	4.75	3.6
Resort	42.67	37.99	8.84	8.86	0.34	0.34	0.22	0.22	43.4	40.5	5.21	4.72	10.0
SIZE:													
Under 150 Rooms	$30.63	$28.74	$ 7.22	$ 6.75	0.38	0.39	0.25	0.26	39.2	37.8	$ 3.92	$ 3.55	-1.9
150 to 300 Rooms	25.97	23.87	7.93	7.36	0.35	0.35	0.23	0.23	41.3	41.4	4.52	4.22	2.6
300 to 600 Rooms	34.43	32.09	9.15	9.10	0.33	0.33	0.22	0.22	46.6	45.1	5.85	5.63	6.5
Over 600 Rooms	41.53	36.09	12.08	11.35	0.29	0.34	0.20	0.19	43.6	44.1	7.55	7.19	6.2
TYPE:													
Hotel	$38.68	$34.96	$ 9.84	$ 9.42	0.32	0.34	0.22	0.22	44.6	44.2	$ 6.14	$ 5.81	4.5
Motor Hotel	22.43	20.83	7.41	6.94	0.35	0.36	0.22	0.23	39.9	39.6	4.19	3.91	3.3

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF MAY 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$32.30	$29.77	$ 9.15	$ 8.58	0.34	0.34	0.22	0.22	44.7	44.0	$ 5.75	$ 5.41	2.8
REGION:													
Northeast	$38.36	$34.95	$11.53	$10.75	0.31	0.33	0.20	0.20	49.0	48.6	$ 8.22	$ 7.80	3.7
Southeast	32.22	30.11	9.06	8.62	0.35	0.34	0.23	0.23	39.8	38.5	5.41	4.99	3.4
North Central	32.74	29.48	7.59	7.35	0.35	0.35	0.22	0.22	43.2	43.5	4.40	4.29	6.4
South Central	27.27	25.72	8.68	7.97	0.35	0.35	0.22	0.22	45.8	45.2	5.39	5.11	-0.3
West	32.95	29.93	9.18	8.45	0.34	0.34	0.22	0.22	48.5	46.7	5.46	4.88	1.5
AFFILIATION:													
Chain	$29.34	$27.18	$ 9.05	$ 8.47	0.33	0.34	0.21	0.21	44.8	44.1	$ 5.78	$ 5.46	2.9
Independent	45.17	41.02	9.40	8.88	0.36	0.35	0.23	0.23	44.3	43.7	5.66	5.24	2.8
LOCATION:													
Center City	$36.97	$33.38	$10.60	$ 9.73	0.32	0.33	0.21	0.21	49.1	48.7	$ 7.25	$ 6.77	2.1
Suburban	27.05	26.16	7.79	7.71	0.36	0.35	0.23	0.22	43.0	41.6	4.78	4.65	3.6
Highway	21.60	20.52	6.62	6.01	0.36	0.36	0.24	0.24	39.1	39.5	3.52	3.26	-1.8
Airport	26.43	24.89	8.18	7.64	0.35	0.35	0.22	0.22	43.9	42.8	5.10	4.77	1.6
Resort	44.84	40.25	9.88	9.52	0.35	0.34	0.22	0.22	38.4	37.7	5.21	4.92	7.6
SIZE:													
Under 150 Rooms	$30.10	$28.72	$ 6.89	$ 6.68	0.39	0.39	0.25	0.25	39.8	38.6	$ 3.82	$ 3.64	0.5
150 to 300 Rooms	25.01	23.74	7.61	7.16	0.36	0.36	0.23	0.23	42.9	42.2	4.57	4.28	0.4
300 to 600 Rooms	34.82	32.76	9.33	8.92	0.34	0.34	0.22	0.22	46.9	45.6	6.08	5.70	2.4
Over 600 Rooms	42.16	36.58	11.98	11.09	0.30	0.32	0.20	0.19	45.2	45.4	7.70	7.45	8.2
TYPE:													
Hotel	$38.58	$35.09	$ 9.89	$ 9.27	0.33	0.33	0.22	0.22	45.7	45.2	$ 6.33	$ 5.97	3.8
Motor Hotel	21.70	20.84	7.14	6.78	0.36	0.36	0.23	0.23	40.9	40.0	4.22	3.95	0.4

TWELVE MONTH TREND REPORT - AS OF MAY 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	MAY	% CHG	MAY	% CHG	MAY	% CHG	MAY	% CHG
TOTAL	8.1	8.9	6.5	7.8	65.4	2.7	51.5	-0.8	$ 54.26	5.2	$ 82.59	4.5
REGION												
Northeast	10.7	11.3	9.4	8.7	70.2	4.2	39.5	-	$ 76.01	8.3	$114.01	7.6
Southeast	8.6	9.7	5.9	10.0	67.6	1.5	82.9	-1.1	54.43	6.7	85.03	5.7
North Central	11.9	13.4	8.9	14.2	62.9	7.5	39.6	-0.8	43.57	4.5	69.89	3.1
South Central	1.2	1.7	0.5	-0.5	60.1	-1.3	39.8	-0.7	47.93	0.9	71.49	0.5
West	9.5	10.1	8.5	6.6	69.1	3.0	51.2	-	53.25	6.3	77.83	5.7
AFFILIATION												
Chain	8.0	8.9	6.0	7.5	66.2	2.5	48.1	-0.8	$ 53.63	5.3	$ 80.01	4.4
Independent	8.6	9.0	8.1	8.5	62.2	3.3	63.6	-0.6	56.77	4.9	92.94	4.6
LOCATION												
Center City	9.3	9.9	8.3	8.1	63.2	2.9	42.9	0.7	$ 67.16	6.1	$103.72	5.6
Suburban	5.1	6.6	1.9	5.2	64.8	3.0	41.5	0.7	46.06	2.4	69.62	1.0
Highway	7.9	8.4	6.2	7.3	66.7	2.0	63.8	-0.8	38.26	4.8	50.83	4.3
Airport	5.9	6.8	4.5	2.5	69.3	2.8	31.0	-3.4	49.17	3.4	75.79	2.5
Resort	10.1	11.0	8.1	11.7	65.9	2.0	94.2	-1.6	66.50	7.8	110.28	7.0
SIZE												
Under 150 Rooms	6.0	6.9	3.2	3.0	65.4	2.3	60.8	0.5	$ 37.41	4.1	$ 49.78	3.1
150 to 300 Rooms	6.8	8.2	3.8	6.1	65.0	2.8	45.4	-3.2	47.16	4.5	71.04	3.1
300 to 600 Rooms	6.2	6.6	5.0	7.6	63.3	1.6	53.5	-	60.90	3.9	96.68	3.4
Over 600 Rooms	12.3	12.7	11.8	10.0	68.4	3.5	52.3	0.6	76.21	7.3	120.16	6.8
TYPE												
Hotel	8.8	9.4	7.5	8.6	65.1	3.0	47.4	0.4	$ 65.81	5.3	$106.67	4.7
Motor Hotel	7.0	8.3	3.3	5.8	66.1	1.8	57.5	-2.2	43.45	5.0	60.05	3.7
Economy	4.4	4.9	-1.1	-8.4	63.7	3.9	58.6	0.5	29.35	2.5	30.76	2.1

- NO CHANGE